WISCONSIN ECONOMIC PROFILE

RANKINGS

26th in total area (sq. mi.)	56,154
11th in inland water surface (sq. mi.)	1,727
16th in total population (1990)	4,891,769
17th in gross state product (1986)	$76,922,000,000
13th in mfg. employment (1987)	512,700
18th in personal income (1990)	$85,620,000,000
13th in mfg. capital expenditures (1987)	$2,023,400,000
13th in value added by mfg. (1987)	$31,428,200,000
12th in value of mfg. shipments (1987)	$69,437,000,000
8th in agricultural receipts (1990)	$5,622,000,000
24th in domestic travel expenditures (1989)*	$3,646,600,000

POPULATION

1970 population: 4,417,933	**Percent of U.S.:** 2.15	
1980 population: 4,705,767	**Percent of U.S.:** 2.07	
1990 population: 4,891,769	**Percent of U.S.:** 1.96	
1970-80 percent change: 6.5%	U.S.: 11.4%	
1980-90 percent change: 4.0%	U.S.: 9.8%	
Net migration 1970-80: +10,122		
Net migration 1980-90: -126,330		
1980 Density per sq. mi.: 83.8	U.S. avg.: 64.0	
1990 Density per sq. mi.: 87.1	U.S. avg.: 70.3	

Age Composition by Sex

	1980		1990	
Ages	**Males**	**Females**	**Males**	**Females**
0-19	791,324	759,279	736,125	701,784
20-44	850,171	851,858	954,672	955,559
45-64	430,270	458,668	437,283	455,125
65+	233,662	330,535	264,855	386,366
Total	2,305,427	2,400,340	2,392,935	2,498,834

Population of 20 Major Places

	Apr. 1, 1990	Percent Change 1980-90		Apr. 1, 1990	Percent Change 1980-90
Milwaukee	628,088	-1.3	**Janesville**	52,133	2.1
Madison	191,262	12.1	**La Crosse**	51,003	5.5
Green Bay	96,466	9.7	**Sheboygan**	49,676	3.3
Racine	84,298	-1.7	**Wauwatosa**	49,366	-3.8
Kenosha	80,352	3.4	**Fond du Lac**	37,757	5.3
Appleton	65,695	11.5	**Wausau**	37,060	14.3
West Allis	63,221	-1.2	**Beloit**	35,573	1.0
Waukesha	56,958	13.1	**Brookfield**	35,184	3.4
Eau Claire	56,856	10.4	**New Berlin**	33,592	10.0
Oshkosh	55,006	10.8	**Greenfield**	33,403	6.5

Source: 1990 Census of Population, U. S. Department of Commerce, Bureau of the Census.

* U. S. Travel Data Center estimates based upon travel 100 miles or more away from home or overnight trips with one or more nights in paid accomodations. A state study estimates expenditures of $6.3 billion for all travelers.

EMPLOYMENT AND INCOME

Employment Covered by Unemployment Compensation

1989 Annual Averages

Major Sector	Employment	Weekly Wage	Number of Establishments
Agri., Forestry, Fishing	18,525	$294.61	2,006
Mining	2,252	524.66	148
Construction	80,480	489.65	11,467
Manufacturing	557,911	504.55	9,143
Transp., Comm.,Utilities	97,061	470.00	5,107
Wholesale Trade	116,525	483.10	10,289
Retail Trade	413,622	192.97	25,612
Finance., Ins., Real. Est.	114,781	435.05	7,953
Services	458,304	323.42	31,458
Government	301,165	437.69	4,679
Total	2,160,642	$388.43	107,956

Sources: Wisconsin Dept. of Industry, Labor, and Human Relations, Employment and Wages Covered by Wisconsin's U.C. Law., Table 209.

Personal Income, 1990
Wisconsin: $85,620,000,000
Percent of U.S.: 1.8%

Personal Income Per Capita, 1990
Wisconsin: $17,503
U.S. avg.: $18,685

Percentage of Population Below Poverty Level of Income, 1979
Wisconsin: 8.7%
U.S. avg. 12.4%

Three Largest Sectors in Terms of Income, 1989
Manufacturing $16,820,012,000
Services $12,105,711,000
Government $7,685,279,000

Sources: U.S. Dept. of Commerce, Bureau of Economic Analysis, and Statistical Abstract of the U.S.

INFRASTRUCTURE

Education

Graduation rate (1989): 84.9%
U.S. avg.: 71.1%
ACT college entrance scores (1991): 21.7
U.S. avg.: 20.6
Median years of schooling for adults (1980): 12.5
U.S. avg.: 12.5

Comprehensive Test of Basic Skills, 1988

Subject*	Grade 4	Grade 8	Grade 11
Math	65	77	74
Reading	70	69	61
Language	65	68	66

*50 is national average percentile score for all subjects in the basic skill tests.

Source: U.S. Dept. of Commerce, Statistical Abstract of the United States and Wisconsin Dept. of Public Instruction.

Transportation

Motor vehicle: 109,468 miles of roads
11,882 miles of state highways
19,540 miles of county highways
22 publicly owned urban bus systems

Rail: 6,192 miles of track, 16 operating railroads

Air: 718 total airports, 97 publicly owned airports, 14 scheduled air carrier airports

Water: 6 ports on Lake Superior,
15 ports on Lake Michigan
6 ports on Mississippi River

Source: Wisconsin Dept. of Administration, State of Wisconsin Blue Book,1991-1992.

NATURAL RESOURCES

Foresty
1987

Area in forest (1987): 14,726,300 acres
Percent of land area: 42%

Major Species	Growing Stock*	1987 Sawlogs**	Timber Removals*
Pine	2,093,069	4,642,547	44,325
Other softwoods	2,004,286	2,690,326	11,218
Oak	2,695,225	8,642,347	54,044
Maple	3,040,437	17,457,550	45,557
Aspen	2,608,270	4,599,970	104,245
Other hardwoods	4,056,951	1,418,124	47,583

* in 1,000 cubic feet ** in 1,000 board feet

Source: U.S. Forest Service, Wisconsin Forest Statistics, 1987.

Mining
1987

Industry	Value of Shipments (millions)	Percent of U.S.	Number of Employees
All mineral industries	$209.3	1.3	1,800
Crushed & broken stone	$121.8	2.6	900
Dimension stone	$13.1	15.3	100
Sand & gravel	$61.0	1.9	500

Source: U.S. Dept. of Commerce, Bureau of the Census, 1987 Census of Minerals.

NATURAL RESOURCES, Cont.

Agriculture

	1990 Wisconsin	U.S.
Number of farms	80,000	2,140,000
Land in farms (acres)	17,600,000	998,420,000
Average farm size (acres)	220	461
Average value of land and buildings per acre	$803	$538

Cash Marketings

Major Groups	1989 Wisconsin	Percent of U.S.
Dairy products	$3,183,149,000	16.4
Meat animals	$973,776,000	2.1
Poultry and eggs	$130,061,000	0.8
Field crops	$409,479,000	0.9
Vegetables	$354,237,000	3.1
Specialty crops	$176,832,000	0.9
Total	$5,227,529,000	3.3

Sources: Wisconsin Dept. of Agriculture, Trade, and Consumer Protection., Wisconsin 1989 Agricultural Statistics, and U.S. Dept. of Commerce, Statistical Abstract of the United States.

Tourism

Total area (acres):	35,937,520
Shoreline (miles) Great Lakes :	820
Mississippi River:	230
Total number of lakes:	14,927
Lakes with public access:	3,295
Total area of named lakes (acres):	970,869
National forests (no.):	2
State forests (no.):	10
State parks (no.):	55
County parks (no.):	568
Total public recreation land available (acres):	6,186,161
Federal:	1,647,803
State:	1,130,358
County:	2,294,000
Other:	1,114,000

Water Related Recreation Areas and Facilities

Fishing: panfish, perch, bass, chubs, smelt, salmon, trout, walleyes, whitefish, northern pike, muskellunge

Trout streams (no.):	2,254	(miles):	8,690
Bass streams (no.):	294	(miles):	3,154

Canoeing (no. landings):	4,600
Swimming (no. areas):	1,500

Land Related Areas and Facilities

Public hunting lands (acres):	3,000,000
Camping (no. camp sites):	60,000
Hiking trails (miles):	3,597
Bicycle trails (miles):	601
Golfing (no. courses):	404
Downhill skiing (no. areas):	64
Cross country skiing (miles):	3,589
Snowmobile trails (miles):	15,210

Sources: Wisconsin Dept. of Natural Resources, Bureau of Planning, State Comprehensive Outdoor Recreation Plan and unpublished data.

MANUFACTURING

Manufacturing Output

	1987 Wisconsin	Percent of U.S.
No. of production workers	348,700	2.84
Annual wages of production workers	$7,597,600,000	3.02
Average hourly wage	$10.99	105.00
Value added in manufacturing	$31,428,200,000	2.69
Value of shipments in manufacturing	$69,437,400,000	2.80
Value of exports in manufacturing (1986)	$6,700,000,000	2.28

Source: U.S. Dept. of Commerce, Census of Manufacturers.

Largest Manufacturing Industries by Employment

Industry	1989 Employ.	No. Estab.	Employ. Per Estab.
Nonelectrical machinery	110,911	1,826	61
Food and kindred prod.	64,261	849	76
Fabricated metals	58,481	918	64
Paper & allied products	50,923	242	208
Printing & publishing	45,213	1,320	34
Electrical equipment	38,826	344	113
Rubber & Misc Plastics Prod.	29,829	404	74
Transportation equip.	29,119	176	165

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Table 210.

MANUFACTURING, Cont.

Ten Largest Manufacturing Employers

1990

Firm	Employment Range	Locations	Product(s)
Briggs & Stratton Corp.	6,000 - 9,999	Milwaukee, Wauwatosa, Menomonee Falls, West Allis, Glendale	Internal combustion engines, auto locks, keys
General Motors Corp.	6,000 - 9,999	Janesville, Milwaukee, Oak Creek	Autos, trucks, parts, computers, guidance systems
Kohler Co.	6,000 - 6,999	Kohler	Plumbing fixtures, internal combustion engines, generators
Kimberly-Clark Corp.	5,000 - 5,999	Appleton, Neenah, Whiting	Pulp, paper, paper products
Allen-Bradley Co.	4,000 - 4,999	Cedarburg, Milwaukee Richland Center, Ladysmith	Electrical equipment, industrial controls
Consolidated Papers, Inc.	4,000 - 4,999	Wisconsin Rapids, Biron Stevens Point, Adams	Paper, paper products corrugated containers
General Electric Co.	4,000 - 4,999	Milwaukee, Waukesha, Menasha	Health equipment, rebuilt paper & mining equipment, dishwashers
Harnischfeger Industries, Inc.	4,000 -4,999	Brookfield, Milwaukee, West Milwaukee, Beloit Oak Creek	Mining equipment, cranes, paper making machinery
J I Case Co.	3,000 - 3,999	Racine, Schofield	Farm machinery, construction equipment
A.O. Smith Corp.	3,000 - 3,999	Milwaukee	Water heaters, electric motors, auto frames

Source: Wisconsin Department of Industry, Labor and Human Relations records.

SERVICE SECTOR

Construction and Housing

	Wisconsin 1987	Percent of U.S.
Value of all construction contracts	$3,678,000,000	1.44
Value of residential contracts	$1,600,000,000	1.33
Number of new housing units started	20,100	1.24
Median existing home prices, First Quarter 1990	$69,600	72.58
Number of sales of existing homes, 1989	76,150	1.88
Housing affordability index, First Quarter, 1990	139.6	106.0

Sources: U.S. Dept of Commerce, Statistical Abstract of the United States and the Wisconsin Realtors Association.

Service Industries

1987*

Number of establishments	28,126
Total receipts	$10,025,695,000
Percent of U.S.	1.30
Hotels, motels, recreation camps:	
Number of establishments	1,260
Receipts	$569,272,000
Percent of U.S.	1.10
Amusements, recreation services:	
Number of establishments	2,002
Receipts	$532,546,000
Percent of U.S.	0.92

*excluding sole proprietorships

Source: U.S. Dept of Commerce, Census of Service Industries 1987.

SERVICE SECTOR, Cont.

Wholesale Trade
1987

Number of establishments	8,821
1987 Sales	$33,698,598,000
Percent of U.S.	1.33

Sales by type of business	1987	Percent of U.S.
Merchant wholesalers	$22,361,863,000	1.51
Manufacturers' sales branches & offices	8,386,412,000	1.07
Agents, brokers & commission merchants	2,950,323,000	1.12

Source: U.S. Dept. of Commerce, Census of Wholesale Trade, 1987

Retail Trade
1987

Number of establishments	32,164
1987 Sales	$27,802,534,000
Percent of U.S.	1.86

Sales by type of business	1987	Percent of U.S.
General merchandise	$3,421,825,000	1.89
Foods	5,337,106,000	1.77
Automotive	5,983,520,000	1.79
Gas stations	2,282,355,000	2.24
Eating & drinking places	2,903,356,000	1.95
Apparel	1,086,065,000	1.40
Home furnishings	1,398,004,000	1.87
Drug stores	838,294,000	1.56
Other retail	2,879,957,000	2.09

Source: U.S. Dept of Commerce, Census of Retail Trade,1987

Ten Largest Nonmanufacturing Employers
1990

Firm	Employment Range	Location	Type of Business
K-Mart	6,000 - 9,999	Statewide	Department store
Wisconsin Bell, Inc.	6,000 - 9,999	Statewide	Utility
ShopKo Stores, Inc.	5,000 - 5,999	Statewide	Department store
H.C. Prange Co.	5,000 - 5,999	Statewide	Department store
Wis. Electric Power Co.	4,500 - 4,999	Multi-county	Utility
Wal-Mart Stores, Inc.	4,000 - 4,499	Statewide	Department Store
Kohl's Department Stores, inc.	4,000 - 4,499	Multi-county	Department Store
Beverly Enterprises	4,000 - 4,499	Statewide	Skilled nursing care facilities
Sears Roebuck & Co.	3,500 - 3,999	Statewide	Department store
Kohl's Food Stores, Inc.	3,500 - 3,999	Multi-county	Grocery store

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Unemployment Compensation records.

WISCONSIN - A BRIEF ECONOMIC DESCRIPTION

RESOURCES

Wisconsin's economic vitality is a direct result of its diversified economy. This diversification is made possible by the vast supply of resources in Wisconsin. Among Wisconsin's natural resources are large forests and rich, fertile soils. Approximately 41 percent of Wisconsin's land area is devoted to agricultural activities while another 37 percent is covered by forests. With over 14,000 lakes and 820 miles of shoreline on the Great Lakes, Wisconsin also has plentiful water resources, which are now recognized as important to many production processes.

Among Wisconsin's most important man-made resources are the transportation and education systems. The state has a well-engineered and well-maintained highway system from interstate freeways to its county trunk roads. Wisconsin also has over 6 thousand of miles of operating railroads that connect suppliers with important national markets. There are also 21 waterports located on both Lake Superior and Lake Michigan to transport Wisconsin products to international markets. Finally, the state has 14 airports with regularly scheduled air carrier service.

Wisconsin's educational system, including primary, secondary, and post-secondary schooling, ranks among the finest in the country. Each year, students in primary and secondary grades outperform the national averages in standardized tests. The university and vocational systems are also highly regarded. The University of Wisconsin-Madison is considered a world-class institution, rated among the finest in the United States.

Wisconsin is also the home of skilled and dependable labor. The state consistently ranks among the states with the fewest man-hours lost to strikes, weather, and health. The high quality of labor can be traced to Wisconsin's renowned high quality of life. This reputation has been earned from Wisconsin's achievements in educational performance, crime reduction, and poverty alleviation.

ECONOMIC SECTORS

Evolution of the state's large manufacturing sector began in the 19th century in response to the growing needs of midwestern forestry, mining, and agriculture. Milwaukee emerged as the major center for the production of non-electrical machinery industry in Wisconsin. The state leads the nation in production of small horse-powered gasoline engines, power cranes, shovel hoists, mining machinery, and other types of industrial equipment. Other industry groups that have grown to national prominence include electrical machinery and equipment, transportation equipment, fabricated metals, paper and allied products, printing and food processing. Manufacturing activity is concentrated largely in the southeastern and east-central regions of the state. Northern Wisconsin, however, retains the majority of forestry-based manufacturing plants.

Currently, the manufacturing sector provides approximately 550,000 jobs in Wisconsin, the largest of any industrial sector. The manufacturing sector is also strong in terms of income generation, contributing 20 percent of Wisconsin's personal income. Between 1984 and 1990, Wisconsin has increased its share of national manufacturing employment.

Agriculture is another major component of Wisconsin's economy. Cash receipts from farm marketings totaled $5.6 billion in 1990 (this excludes production that remains on the farm). Dairy products provide 60 percent of the income received by state farmers. Long known as *America's Dairyland,* Wisconsin is the national leader in the production of milk, cheese, butter, and many dry and condensed milk products. A second source of farm income, roughly 20 percent, is from the sale of cattle, calves, hogs, poultry, eggs, and other livestock. A third source of farm income is cash crops, including vegetables for processing. The state usually leads the nation in the production of sweet corn, green peas, snap beans, beets, and cabbage for kraut. The state is also a large producer of cranberries, lima beans, cucumbers for pickles, and potatoes.

Besides its industry and farms, Wisconsin is popular as a vacation land. Endowed with many lakes, streams, forests, and places of natural beauty and historic interest, the state is ideal for recreation and tourism. With the growing popularity of skiing and snowmobiling, outdoor recreation is a year-round activity. A recent study on tourism in Wisconsin estimated that over 15 million travelers stayed in paid accomodations in 1990. All travelers in the state that year spent an estimated $6.3 billion enjoying Wisconsin's variety of recreational pursuits.

The remaining economic sectors are mining, construction, trade; transportation, communication, and public utilities; finance, services, and government. These sectors account for nearly 70 percent of all Wisconsin jobs. The fastest growing sectors in recent years are the trade, finance, and service sector. Within these three sectors, business services employment is the fastest growing industry, while medical services and eating and drinking establishments provide the greatest number of jobs.

Wisconsin
Department of Development

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WISCONSIN'S ADVANTAGES

DIRECT BENEFITS TO WISCONSIN BUSINESS

Substantial property tax reductions: Exempts manufacturing machinery and equipment.

Inventory tax exemption: All inventories are exempt.

Real property tax relief: Almost $300 million, about one-third to business.

Fuel and electricity: Sales tax paid credited against corporate income tax.

Pollution equipment: Exempt from sales tax, property tax under certain conditions. Company may elect to write off such equipment in the year purchased.

Multi-state companies: Double-weighting of sales (destination) factor in apportionment favors Wisconsin location.

Helps low year: Corporation income tax allows for a 15-year net loss carry forward.

Low debt: State and local debt per capita about two-thirds national average.

SKILLED LABOR FORCE

Responsible labor: A consistently low work-stoppage rate.

Low-cost workers' compensation: Employer's contributions substantially lower than many neighboring states for similar disability benefits.

Technical training programs: Our vocational training programs are the oldest (1911) in the nation and rank among the finest.

Manufacturing jobs: Average 556,600 per month in 1989. Total labor force was 2.6 million.

HOW WE HELP INDUSTRY

Municipal industrial bonds: Cities, villages, and towns have issued over $3.4 billion to date to finance over 2,000 projects.

Local support: Over 300 communities (more than in other state) have Industrial Development Corporations to aid industry.

Local encouragement: State statutes authorize cities, villages, and towns to purchase land for industrial use. Make improvements such as roads, water, sewer.

Space inventory: Record of vacant buildings suitable for industrial use kept by state.

Industrial parks and sites: More than 700 tracts designed for controlled land use and dispersed throughout the state.

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